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Toast to U.S. California Wines

Report Categories:

Wine

Market Promotion/Competition

Approved By:

Mark Ford

Prepared By:

Katherine Lee

Report Highlights:

Recently, the California Wine Institute (CWI) hosted its annual grand wine tasting in Taiwan, featuring over 200 diversified quality wines from 42 wineries. The tasting successfully attracted 250 trade contacts to attend, including importers, foodservice buyers and sommeliers. Currently, the United States is the only supplier to Taiwan that continues to show growth in the wine market in both volume and value. In 2012, wine exports from the United States to Taiwan totaled \$10 million. California represents approximately 97% of the U.S. wines in Taiwan.

General Information:

The California Wine Institute (CWI) led a delegation of 22 winery representatives to host a series of wine events in Taiwan, with an aim to not only promote those in-market California wines, but introduce more new wines to the Taiwan market.



Around 100 trade contacts attended the seminar that featured Paso Robles AVA.

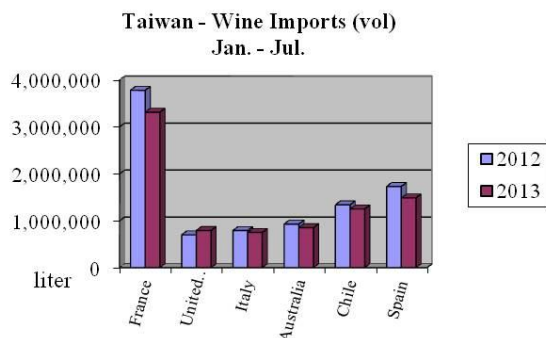
The CWI launched the events with a trade seminar, presenting on Paso Robles and leading the attendees to taste six wines of representative varietals from the AVA. Following the seminar was the annual grand wine tasting, which was well-attended by various importers. Among the 42 wineries participating in the tasting, 10 wineries were new to the market and searching for importers.

The tasting served as a professional platform for the suppliers to directly communicate and build bridges with local trade contacts in attendance. Around 250 importers, foodservice buyers and sommeliers attended the event.

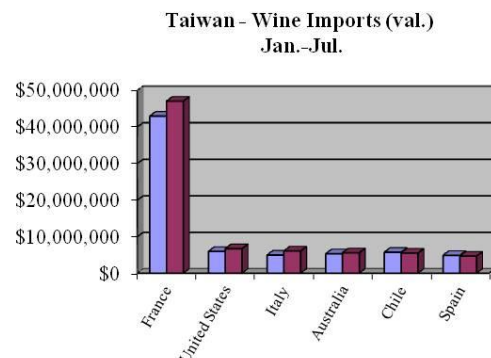


The tasting was also held at a good time of the year, drawing a lot of positive trade lead inquiries. According to the trade, the weak economic growth surprisingly undermined the sales of low-priced wine. Traders remarked that since the economy slowed down, there have been fewer banquets and thus less need for cheaper wine, which is usually reserved for larger events throughout the area. The trade therefore turned to look for more unique, premium wines that were less price-elastic, such as those from California. Such phenomenon may explain

why the United States is the only supplier that shows growth in both volume and value in Taiwan's wine import market. California represents approximately 97% of the U.S. wines sold in Taiwan.



In Taiwan, the imports of U.S. wines reached 792,391 liters from January - July. in 2013, up 13% compared to the same period in 2012.



The United States is the second largest supplier of wine in terms of import value. Up to July 2013, the import value of U.S. wines amounted to US\$6.7 million, up 13% compared to the same period in 2012.

